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U. S. DEPARTMENT OF AGRICULTURE

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GREETING THE NEW YEAR WITH PLANS OF WORK

We hope you have read between the crowded lines of our December 1946 issue, and phrased in your own words our holiday greeting to all of our associates who are pulling together for better nutrition the country-over. The year 1946, with its Famine Emergency Campaign and other challenges to all workers in the field of foods and nutrition, was a busy one. Its accomplishments, because many of them are intangible, are not easy to measure. We have been gratified through the months to see how the Nutrition Committees, working on a voluntary basis and for the most part with no paid staff and little or no operating funds, have picked up each challenge as it came. Many of you have kept us informed of your activities. From various other sources we have learned of the work of other committees. Spreading the knowledge of nutrition and making it function to improve the food habits of every individual is a long-time, never-ending job. Like many other good investments, it pays small dividends, slowly but surely.

Reports of new and expanded programs of work have come to us recently from a few State Nutrition Committee chairmen. Several State meetings held in the fall have concentrated largely on nutrition committee plans for 1947. We call your attention particularly to the "Notes from the Field" section of this issue, carrying items from Georgia, Illinois, and Montana. These committees, and doubtless many others from which we have not heard as we go to press, are greeting the New Year with new plans of work.

We wish all of you success and satisfaction in your 1947 programs. May we share in your satisfaction by having reports of your plans and your accomplishments from time to time during the year?

A MEDICAL SLANT ON NUTRITION EDUCATION

Recently there came to our attention a copy of the paper that Dr. Julian

Price, a practicing pediatrician, gave at the State-wide Nutrition Conference held at Clemson, S. C., last May. Entitled "The Nutritional Status of the People of South Carolina—A Clinical Study," this talk was published in the July 1946 issue of the Journal of the South Carolina Medical Association. The picture it portrays is based on the observations and experience of 60 practicing physicians in the State.

Of special interest to all persons engaged in nutrition work is an excerpt from Dr. Price's paper in which he discusses the physicians' response to his question: "What are the greatest needs of our people in the field of nutrition?" Dr. Price commented as follows: "One would anticipate a variety of opinions in the answers received—but such was not the case. There was complete agreement among the 60 physicians questioned. With one accord they answered—Education. These physicians know that the three greatest foes of good health in South Carolina are poverty, indifference, and ignorance—and that the greatest of these is ignorance. They also know that the only effective way to fight ignorance is through education.

"Physicians are not trained in the art and science of pedagogy, but as I read the answers to this last question I became aware of two definite principles of teaching which these 60 physicians advocated above all others: (1) Teach in simple terms which even those with limited education will understand, and (2) teach the children.

"During recent years there has been a Nation-wide educational program in behalf of good nutrition and the need for a balanced diet. But all too frequently the effort has been to little avail because those who were privileged to hear the lesson failed to understand. If we are to educate our people concerning good nutrition, we must talk in the simple language of the worker in the factory and the laborer on the farm. It may be scientifically correct to discuss

with these individuals the need for a daily intake of proteins, vitamins, and minerals, but it is little more than useless as a source of education. The worker and the laborer must be talked to in terms of lean meat, collard greens and pot-liquor, if he is to understand the message which we desire to convey. Less grits and more vegetables, less fat-back and more red meat, less sweets and more fruits, and a cow on every farm—this is the type of message which we must carry to our people.

"To be of greatest value, the process of education must begin with our children in school. If the young boys and girls of our State can be taught the essentials of good nutrition, our next generation of adults will be far healthier than are the adults of today."

The discussion of nutrition education continued with a plea for simplified, basic material on health in school textbooks, written by those who have a knowledge of child psychology, and for better training of elementary teachers in health and hygiene.

With such understanding and cooperation on the part of physicians like those who replied to Dr. Price's questionnaire, nutrition committees should be able to make great strides on their nutrition education program in 1947 and the years to come.

INDUSTRIAL FEEDING WORKSHOPS

The first of a series of industrial feeding workshop meetings was held in Charlotte, N. C., November 12-13, under the joint sponsorship of the State Departments of Health and Labor and the State PMA office. Specialists from the Washington staff of the Industrial Feeding Program of PMA acted as consultants. Participating also were representatives of the area office of the American Red Cross and the State Nutrition Committee.

The State Commissioner of Labor, the Supervising Sanitarian of the State Board of Health, The State and Assistant State Director of PMA, the city health officer, and representatives of several large industrial plants and cafeterias took part in the programs of the two morning sessions. The afternoons were given over to working sessions for the discussion of equipment and operating problems. The talks by the speakers and the discussions concentrated on such basic industrial feeding problems as planning new facilities, redesigning old facilities, sanitation, safety and accident prevention, the planning, pre-

paring, and serving of meals of high nutritive value, and the nutrition education of workers.

Plans for this workshop and others to be held in other sections of the country were made at the request of various industrial groups that have asked for technical advice in setting up in-plant feeding programs. The meetings are to take the place of the personal service that was given directly to plants during the war by Government specialists in industrial feeding. Another type of assistance is still provided regularly in the content of "Serving Many," a processed monthly publication of PMA, USDA. Prepared by the staff of the Industrial Feeding Program, this publication now has a circulation of about 10,000 copies which go to food service managers and to individuals and groups promoting nutrition education. Several months ago both the format and content of "Serving Many" were changed to include operation and facilities information as well as menus, recipes, and suggestions on nutrition education.

FARMERS' HOME ADMINISTRATION

Of interest to nutrition committees is the fact that the new Farmers' Home Administration will continue to give the same kind of home management assistance to farm families as was offered by the Farm Security Administration. Home supervisors will continue as members of county office staffs in helping borrowers with home food production, nutrition, gardening, meal preparation, home improvement, and the other phases of farm family living. Home economists also will be employed in the State offices to direct the work of the county home supervisors.

The new agency was set up November 1, 1946, through a merger of the functions of the Farm Security Administration and the Emergency Crop and Feed Loan Division of the Farm Credit Administration, as directed by Public Law 731 approved August 14. Regional offices through which FSA field activities were directed will go out of existence by June 30, 1947. State offices will be enlarged to take over much of the work formerly handled on a regional basis, while other regional functions will be handled by the Washington staff.

NOTES FROM THE FIELD

GEORGIA.—The subject of discussion at the quarterly meeting of the State Nutrition Committee in Atlanta October 22,

1946, was the further development of plans for 1947, considered under the following topics: (1) What the State, district, and county committees should do in 1947; (2) how these things can best be done; and (3) when they should be done.

Emphasis on nutrition education for children, because work with children is effective and its results carry over into the home, was the first suggestion for the 1947 program. The committee decided that the diet score card should be revised, and printed in sufficient quantities for generous use, particularly in the schools, because children are interested in scoring devices. Various means of announcing the availability and purpose of the score card were discussed.

It was also decided that the nutrition primer should be brought up to date and mimeographed in sufficient quantity to supply leaders and teachers. This matter was referred to the Committee on Meal Planning and Food Habits.

The need for lower-cost menus and market lists to help families adjust to the rising cost of food was discussed in some detail. In order to keep such material timely and useful, the committee agreed that menus and market lists would have to be revised frequently in accord with changes in food prices and with the occurrence of plentiful and seasonal foods. Outlets for such material would be the radio, newspapers, in meetings arranged by leaders of the nutrition program, and by means of other media used by the various agencies on the committee. The chairman appointed a committee to develop menus and market lists from time to time, and to explore the possibility of tying in with grocery store advertisements where feasible.

The possibility of having a radio station make recordings of programs featuring lower-cost menus, the revised score card, and other nutrition projects is also to be explored.

During one period of 1947 the committee will plan for a special concentration on educational movies throughout the State, making sure that full emphasis is placed on nutrition films.

The suggestion was made that the State committee as well as county committees make a sincere effort to contact all civic, social, and religious clubs and/or organizations, to urge that nutrition be featured in at least one scheduled meeting during 1947. Club groups will also be contacted in the late spring and summer with the suggestion that they in-

clude nutrition in their program plans for 1947-48. The committee will arrange for State, district, and local speakers' bureaus to handle requests for speakers that may result from such contacts.

The Nutrition Committee announced its plans for a State-wide meeting January 7-8, 1947, with all interested persons invited. The intention is to have suggestions for the committee's 1947 program of work well enough developed to present in detail at this meeting.

ILLINOIS.—The State Nutrition Committee held its fall meeting in Springfield on November 16. Special objectives of the meeting were: (1) To assist county chairmen plan their programs of work for 1947; (2) to bring to them the findings of current nutrition research; and (3) to provide an opportunity for the State committee and the chairmen of county committees to stimulate each other to further promotion of nutrition through an exchange of ideas. The 70 persons attending this Nutrition Conference included many county nutrition chairmen.

The aim of the State Nutrition Committee is to build for a long-time program of nutrition education in Illinois. The hope is that people can be drawn together in every community of every county to consider their local problems and to work out an effective approach to solving them. Toward this end the committee believes that county committees might well center their efforts on the following activities:

1. Develop and expand a nutrition education program for the families of veterans.
2. Continue to develop and expand the nutrition education program for schools.
3. Continue to develop and expand the school lunch programs.
4. Promote programs for nutrition education in industry.
5. Obtain concrete information about local conditions and problems by making surveys of food habits of groups such as school children or industrial workers.

The subcommittee of seven members who recommended these activities drew up an outline of suggestions for carrying out such a program of work for 1946-47, expanding each of the five topics in some detail. This outline was mimeographed for distribution to members of the State committee and chairmen of the county committees. With the idea that chairmen of some of the State nutrition committees might find the Illinois program of work suggestive, a letter was written to ask if it would be available.

Any State chairman wishing a copy should direct a request to Miss Leone Pazourek, 218 South Fourth Street, Springfield, Ill.

MONTANA.—At the November meeting of the State Nutrition Committee, new officers were elected, reports from a number of standing committees were presented, and future activities of the State committee were discussed. One question receiving special consideration had to do with continuing the work of the committee at its present activity level or developing a more active, more extensive program. Various plans were considered, and the committee then voted to have a subcommittee appointed to (1) study the need for an expanded, State-wide program of work for the State Nutrition Committee, taking into account the cooperation of the various agencies concerned; (2) survey the fields already in operation; and (3) consider whether funds would be needed for an expanded program, and if so, determine the means of securing such funds. The findings of this subcommittee are to be reported to the committee for its consideration at a later meeting.

Among the current committee activities reported by chairmen of standing committees were the plan for a Better Breakfast Campaign, cooperation in the preparation of a manual on the teaching of health education, consideration of an educational program on enrichment, and the work of the School Lunch Committee.

The school lunch chairman stated that she had checked on 28 lunch programs the previous month and would be checking on about the same number in November. In general, she felt that the lunches were satisfactory in the schools she had visited, but that many cooks would profit by having suggested menus prepared for them 2 or 3 weeks in advance. Such menus should be suitable for serving 100 persons under lunch-room conditions. She also said that she had learned that the funds allotted to Montana would not

be sufficient to continue to reimburse schools on the basis of 9 cents per lunch, because of the number of children participating in the program. A representative of the State PMA office verified that statement, reminding the committee that funds are allocated on a quarterly basis. He said that it had become necessary because of the large number of participants in Montana to reduce the reimbursement rate for the lunches. Therefore schools must secure funds from other sources in order to take care of increased participation in the Type A or complete lunch this year.

The need for improved sanitation in the operation of the lunch program and the importance of making it an educational as well as a feeding program were also discussed. A representative of the State Board of Health reported that a sanitation handbook and leaflets had been prepared but were not yet off the press.

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GARDEN GOALS FOR 1947 (Copy enclosed)

The National Garden Conference, December 5-6, 1946, in session in Washington as this issue goes to press, will be reported in the February News Letter. Meanwhile, special attention is called to the enclosure "Garden Goals for 1947," which has special significance because this year home garden goals have been included in the over-all production goals program of the USDA.

Sincerely yours,



M. L. Wilson, Chief
Nutrition Programs



W. H. Sebrell, Associate Chief
Nutrition Programs